

“Inspire people and help them realize your company’s marketing strategy.”

**Celemi Livon Lite™ is the fast track to a basic understanding of the principles of marketing and branding.** At the starting point, four companies are fiercely competing in a narrow segment of the marketplace. There is little differentiation, causing a restless customer base with little loyalty to their respective companies.

*Teams need to decide on how to best use their limited resources on attracting a selection of customers.*

There are some big issues to discuss:

- How will we attract and retain a steady customer base?
- What are our strengths – and how can we leverage them?
- What type of market profile do we want – and how will we communicate it?

Customers’ perceptions and preferences change as an effect of how they are treated over time. As a consequence, more or less of the potential market share is captured.

Teams assess their performance:

- Were they able to select a position in the marketplace and hold onto it?
- Were they able to attract their customers of choice?
- Were they able to maintain the price level they wanted?
- Did they spend more money than necessary to maintain the operation?



#### What clients say

*“Very fast and exciting way to learn about our marketing strategy. To compete with your colleagues forces you to do your best. Thank you!”*

– Sales Manager, Multinational industrial company, Russia

*“Good for large audiences to understand marketing fundamentals. A couple of well spent hours!”*

– Training and Development Director, Insurance group, Middle East

*“Fun and informative at the same time!”*

– Management Consultant, Sweden

## The power of the customer

**Who benefits?**

- Those responsible for planning and communicating the launch of a new product or service.
- Sales and marketing staff on the corporate, centralized level can become more aware of the challenges on the localized level (and vice versa).
- Companies facing a merger or acquisition, where there is a need to fuse together differing brands and build a shared understanding of the new profile among key employees.
- Managers of franchise businesses who want to ensure consistent profiling in all locations.
- Marketing professionals who need to communicate the results of market research and its implications for the future.
- Sales people become better attuned to customer targeting, customer behavior and getting their priorities right.
- Marketing consultancies who offer the seminar as an added educational benefit to their own clients.

**Key results**

- Alignment around the “big picture” and a deeper understanding of marketing strategy and tactical initiatives.
- Better decisions for optimal allocation of limited marketing resources.
- Increased responsiveness to customer needs and preferences.
- Deep understanding of the overall business impact of their decisions.
- Inspiring glocal (local within global) performance

**Key concepts**

- Customer purchasing behavior
- Market positioning
- Customer segmentation
- Brand mapping
- Pricing strategy
- Image tracking
- Budgeting

**Celemi Solution Provider:**

**Management Development International, Inc.**  
**Bill Stepansky, President**  
 860-668-6020; BillStepansky@MDI-Learning.com  
**Dan Topf, Senior Vice President**  
 641.351.5510; DanTopf@MDI-Learning.com

**Facts****Material**

Board-based business simulation.

**Number of participants**

From four to several thousand participants at any one time, or at simultaneous seminars. Participants are grouped in teams of 3-4. One facilitator for every 25-30 people.

**Participants**

Sales and marketing staff.

**Time required**

4-6 hours.

**Facilitator**

Facilitators certified by Celemi.

**Languages**

English  
 Swedish  
 Russian